

THE INTERNATIONAL COUNCIL OF AIR SHOWS

THE AIR SHOW
AUTHORITY



Where the
Air Show
Industry
Gets Down to
BUSINESS



BENEFITS YOU'LL RECEIVE AS AN ICAS MEMBER



- ◆ **ICAS Convention.** For more than half a century, ICAS has been synonymous with the air show community's largest trade show and education program. Held each December in Las Vegas, participation in the annual convention is available only to ICAS members.
- ◆ **Premier Networking Opportunities within the Air Show Industry.** The ideas and relationships you'll cultivate through ICAS membership are not available anywhere else at any price.
- ◆ **Air Shows Magazine.** With your membership arrives a subscription to *Air Shows Magazine*, an award-winning publication packed cover to cover with the best information available in the air show industry.
- ◆ **Strategic Air Show Partnership.** Only ICAS members can be a part of this collaborative program to use data analytics from the social media advertising programs of many air shows to inform, guide and direct your show's ticket sales efforts.
- ◆ **Fast Facts Newsletter.** Twenty times each year, you'll receive news, insight and members-only updates on the most important developments in the worldwide air show community.
- ◆ **ICAS Academy.** A unique and valuable program that allows small delegations of ICAS members to attend some of North America's most successful air shows and get an insider's look at how they operate.
- ◆ **Safety Programming.** Providing members with the tools to continuously monitor and improve safety in the air show environment is the primary focus of multiple publications, programs and initiatives organized and executed by ICAS.
- ◆ **Vehicle Rental Discounts/Insurance.** ICAS members receive not just significant members-only discounts from Avis/Budget and Enterprise/National; those discounted rates also include collision and liability insurance coverage.
- ◆ **Operations Bulletin (Ops Bull) Newsletter.** Your monthly source for tips, techniques and insight on air show operations and safety issues.
- ◆ **Lower Music License Rates.** On behalf of member air shows, ICAS offers a single, discounted rate with all three major U.S. music licensing agencies: ASCAP, BMI and SESAC...a program only available to ICAS members.
- ◆ **Training.** ICAS is the recognized leader in providing air show-related training. From weekend and day-long training workshops to on-line education sessions to convention-based briefings and updates, you'll learn from the experts.
- ◆ **Visibility/Recognition.** There is no better way for you to establish a name for yourself in the air show community than through ICAS membership. It's where the worldwide air show industry gathers to improve the business and learn from one another.
- ◆ **Air Show-Specific Tools.** From checklists and self-evaluation tools to how-to guides and best practices, ICAS generates and gathers the information and practical tools air show professionals need to do their jobs better, more efficiently and more professionally. And all that information is available only to ICAS members.
- ◆ **Spectator Surveys.** Every year, ICAS surveys thousands of air show spectators in the U.S. or Canada to generate detailed demographic information on the people who attend air shows...information that is only available to ICAS members.
- ◆ **ICAS Mobile App.** Our new year-round mobile app puts ICAS internet tools on your smartphone for easy access, including air show calendars, member records search, convention information and more.
- ◆ **Content Resource Library.** ICAS has assembled photos and short articles that ICAS members use where and how they want without fear of copyright infringement.
- ◆ **Representation with Regulatory and Military Officials.** The air show industry is dependent on close working relationships with regulators and military representatives in Washington, DC and Ottawa, Ontario. As an ICAS member, your interests and concerns are represented by a team that advocates for the air show community and the people in it.
- ◆ **Access to Website Content.** The ICAS website presents a single source from which you can access virtually any piece of information you will need to operate within the air show industry: sample contracts, emergency response plans, budgets, organizational charts, and much, much more. And all of the information on the website is available only to ICAS members.

INTERNATIONAL COUNCIL OF AIR SHOWS



About ICAS

The International Council of Air Shows (ICAS) is a non-profit trade association dedicated to building and sustaining a vibrant and safe air show industry. To achieve that goal, ICAS focuses on the development and operation of programs and services that help its members do their jobs better, more efficiently and more profitably.

First established in the lobby of a Milwaukee hotel in the summer of 1967 when a dozen air show veterans met to discuss specific challenges facing the air show industry, ICAS has focused from its beginning on those problems and issues that are best addressed as a group. And that spirit of cooperation and collaboration has influenced nearly everything we've done in the ensuing 50+ years.

Why You Should Join ICAS

Whether you're established in the air show circuit or exploring its potential, ICAS is your partner for networking, information, training, advocacy and programming.

Why? Because, regardless of the size of your business, ICAS is your stepping-stone to growth. Our mission — and our passion — is to support industry professionals in reaching their full potential and to protect and promote their interests all along the way.

ICAS is the air show authority...the organizational rallying point for air shows, air show performers, and air show service providers throughout the United States, Canada and around the world. From our annual convention and publications to our safety and operations programs to our data collection and analysis initiatives, ICAS is the recognized leader in the air show business, a central clearing-house for information, and a comprehensive network of industry professionals.

Who Should Join ICAS

Whether you're an event organizer, a performer or a support service provider, you and your organization will be better prepared to make most effective use of the opportunities and more confidently address the challenges you'll face in the air show business when you join ICAS. We turn volunteers into savvy professionals; first-timers and novices into educated and confident players. That knowledge is power, enabling you to reduce your risks at every level, save money, save time and, ultimately, be more successful.



A modest dues investment of \$395 a year provides you with a wide range of benefits and membership services that is not available anywhere else. That's why such a large percentage of air show professionals in North America consider ICAS membership a prerequisite to participating in the business. And that's why most members of the air show community use ICAS membership as a benchmark for assessing the professionalism and commitment of their colleagues.

It's Who You Know

Whoever coined the phrase "it's not what you know, but who you know," must have been thinking about the air show business.

Ours is a business that depends on relationships, contacts, personal recommendations and the lively exchange of ideas. There is no better place to develop and foster those relationships than through ICAS. Unlike many other industries, ICAS members share information without reservation and use lessons learned to help each other and mentor colleagues toward greater success.

ICAS provides an efficient and effective forum for air show professionals that is not duplicated anywhere else. It is an organization created by air show professionals for air show professionals over the last five decades.

MEMBERSHIP



The Annual ICAS Convention: The Must-Attend Event for the Air Show Industry

The ICAS Convention is where the business of the North American air show industry gets done. With 1,500 delegates, a 60,000 square foot exhibit hall and 75 hours of educational programming, the convention provides newcomers and veterans, performers and event organizers, military and civilian colleagues with the opportunity to meet, get to know and learn from one another.

During an intensive and information-packed three days each December in Las Vegas, air show professionals gather to de-brief the just concluded air show season and continue their planning for the next one. The structure, schedule and content have evolved over 50+ years to meet the specific needs of the air show professionals who depend on it to network, learn and conduct their business.

It is the foundation on which ICAS has been built and it remains the single most important benefit of ICAS membership.

Air Shows Magazine: The Professional Journal of the Air Show Industry

Air Shows Magazine is the only industry publication that provides important editorial coverage and commentary specifically designed to help you run your air show business better. And this award-winning publication is only available to ICAS members.

With a well-deserved reputation for exciting graphics, professional writing and thought-provoking subject matter, *Air Shows Magazine* brings you full-length editorial features, profiles, and opinion pieces that arm you with the information and tools necessary to enhance your air show business.

And for those promoting their products or services to the air show community, *Air Shows Magazine* provides a unique advertising platform to use in reaching out to the decision makers in the North American air show business.



ICAS Fast Facts: Your Reliable Source of Air Show News

Fast Facts is the air show community's source of timely news, reminders, insights and updates. For more than 25 years, this simple email newsletter has provided ICAS members with reliable



information on key issues and topics when they need it. Along the way, it has built a reputation as the one email in your inbox that you want to open as soon as you get it. And it is only available to ICAS members.

The ICAS Academy: An Air Show Classroom

The ICAS Academy is a living classroom experience that allows a small number of ICAS members to see the organization and execution of an air show from the inside out on the actual air show weekend.

Each year, one of North America's finest and most well-organized shows opens its doors to provide unparalleled access to a small delegation of ICAS members; an opportunity for them to see, close up, just what makes a successful air show tick.

From budgets, marketing materials and sponsorship solicitation strategies, to performer and concession contracts, emergency response and security plans, and organizational and logistical procedures, this weekend workshop immerses participants in the operational depths of these successful member shows, providing hands-on experience that cannot be duplicated. And it's an exclusive opportunity available only to ICAS members.

Vehicle Rental Discount Program: Worth the Cost of ICAS Dues All by Itself

Now in its third year, the ICAS vehicle rental discount program with Avis/Budget and Enterprise/National gives ICAS members access to steep members-only discounts that often save members enough to pay for their annual ICAS membership dues.

Negotiated by ICAS in response to difficulties that members were having securing insurance coverage for rental vehicles, the rental rates offered through our two providers include collision and liability insurance coverage. Whether you rent cars for yourself on an occasional basis or large fleets for your show, this ICAS program can save you hundreds, even thousands of dollars. And it is available only to ICAS members.

YOUR STEPPING STONE TO SUCCESS IN THE AIR SHOW INDUSTRY.



Ops Bull: The Air Show Community's Safety Newsletter

The ICAS Operations Bulletin (Ops Bull) provides members with regular reminders and updates on key operations and safety issues in the air show business. Once a month, members receive timely insight on topics that relate to running a safe and efficient show. These short, specific news items and commentaries are specifically written to keep safety top of mind throughout the air show season.

One-Stop Shopping for Music Licenses

Securing and maintaining music licenses is a required chore for every air show event organizer. ICAS has made that process easier by taking most of the administrative burden off of U.S. air shows.

We have negotiated discount rates with all three major U.S. music licensing agencies: ASCAP, BMI and SESAC. And we manage all of the paperwork on behalf of ICAS member shows. You tell us you want the licenses and pay us a discounted fee for all three and we handle the rest. But only for dues-paying ICAS members.

ICAS: Generating Useful Data for your Air Show Business

As the organizational rallying point for the worldwide air show community, ICAS is in a unique position to collect and generate information and data that cannot be accessed anywhere else. From annual spectator surveys to social media data analytics, we run programs that regularly and reliably generate information that you can use. And that information is only available to ICAS members.

Your Voice in Washington and Ottawa

With headquarters in the Virginia suburbs of Washington, DC, ICAS is exceptionally well-positioned to represent the air show industry's interests in Washington, D.C. and Ottawa, Ontario.

As the oldest, largest and most widely recognized air show association in the world, ICAS puts its reputation to work for you every day. With the FAA and Transport Canada, and the U.S. and Canadian military, ICAS members benefit from our more than 50-year history and the leverage generated by nearly 1,000 professionals speaking with a single voice.

Whether meeting with legislators or negotiating with regulatory agencies, ICAS ensures that your interests and concerns get the attention and consideration they deserve.

Promoting the Industry to the Public and Corporate North America

When companies need exposure at air shows, they call ICAS. As the internationally recognized air show authority, ICAS speaks on behalf of the industry ... passionately, continuously and knowledgeably. We promote the many virtues of air shows as safe, quality, family entertainment that hold enormous opportunity for both the public and corporate North America.

ICAS will facilitate involvement at the levels identified by the prospective sponsor. As a member, you stand to benefit directly and indirectly as ICAS demonstrates that air shows are an effective, attractive and efficient marketing opportunity for North American businesses.

You're Welcome to Learn from Your Own Mistakes ...

...because membership in ICAS saves you time, money and the headaches that come with reinventing the wheel in a business that already has a lot of lessons to share.

You'll develop valuable contacts that can keep you from making the same mistakes they did. You'll discover more effective methods of operating from colleagues who tried it the hard way first. And you'll gain instant access to the wide body of knowledge that can help you start out right.

It is this community of established and experienced air show professionals eager to help you succeed that is the single most important reason for you to join ICAS.



MEMBERSHIP APPLICATION



International Council of Air Shows membership is \$395 annually, renewable by March 31 each year.

Payments or gifts to the International Council of Air Shows are not tax-deductible as charitable contributions. However, they may be tax-deductible as ordinary and necessary business expenses.

By joining (or renewing my/our membership in) the International Council of Air Shows, I/we agree to abide by the ICAS Bylaws, ICAS Principles of Conduct and Professional Ethics and the ICAS Safety Creed:

Membership fees include a one-year subscription to *Air Shows Magazine* (\$50 value). Although this portion of your membership fee is non-refundable, you can opt to NOT receive the quarterly magazine and emailed Fast Facts and Operations Bulletin for one year by checking this box:

Event Organizer **Performer** **Support Service Provider**

Organization Name _____

Primary Contact _____

Address _____

City/State/Province _____ Zip/Postal Code _____

Phone _____ Mobile _____

Email _____ Org. Website _____

If you are an Air Show Event Organizer:

Name of Event _____

City/State/Province Where Held _____

Name of Airport _____

Airport Identifier Code _____

Date(s) of Next Event _____

Air Show Website _____

Air Show Contact _____

Phone _____ Email _____

Description of the air show act, product or service that you provide to others in the air show industry. (Limit to 25 words)

Please check **only** the categories (below) that relate to the acts, products and services (that you provide to others in the industry).

If you are a Performer:

(Please check all that apply)

- Jet Aircraft
- Jet Powered Vehicles
- Living History Flight Experience
- Night Acts
- Parachute Acts
- Pyrotechnics
- Sailplanes
- Solo Aerobatics
- Specialty Acts
- Static Aircraft
- Team Aerobatics
- Warbird Acts
- Wingwalkers

If you are a Support Service Provider:

(Please check all that apply)

- Advertising/Marketing/Public Relations
- Air Bosses
- Announcers
- Art/Graphic Design
- Associations
- Broadcasting
- Concessions/Merchandise
- Consultant/Management Services
- Equipment Sales & Rentals
- Fuel and Smoke Oil
- Government
- Ground Attractions
- Insurance
- Miscellaneous/General
- Museums
- Parking, Shuttle and Bus Services
- Photography/Videography
- Printing & Publishing
- Producers
- Social Media/Digital Communications/Mobile Apps
- Sound/Communications Systems
- Sponsors
- Ticketing
- Vehicle Rentals

Payment

My organization's yearly dues payment of \$395

is enclosed (please make checks in U.S. funds payable to ICAS)

should be charged to my credit card:

American Express Visa MasterCard

Card Number _____ Expires _____

Cardholder Name _____

Your Signature _____ Date _____

Mail your completed membership application with dues payment to:
ICAS, 205 Van Buren St, Ste 120, Herndon, VA 20170
Phone: 703-779-8510, E-mail: icas@airshows.aero
Web: www.airshows.aero

Membership period: April 1 – March 31

If you join:

January 1 – May 31, your membership renews by March 31 of the following year (Note: you must renew membership by March 31 to continue receiving member benefits and access to the ICAS website)

June 1 – December 31, your membership renews by March 31 of the following year – But, based on the month you joined, you will receive credit for those months for which you did not receive benefit.

You may also apply for membership online by visiting www.airshows.aero.